



November 2014 Labor Supply versus Labor Demand

Online job advertisements in South Carolina, as reported by the Conference Board's Help Wanted OnLine® (HWOL) data series, showed a decrease of 780 ads from October to November 2014. Compared to November 2013, South Carolina had an increase of 4,555 ads. Across the United States, online ads saw an increase of 170,244 in the last month.

Labor demand in the Trident Workforce Area (Berkeley, Charleston, and Dorchester counties) was greatest with 13,764 posted advertisements. The Midlands Workforce Area (Fairfield, Lexington, and Richland counties) followed with 13,424 online ads. Statewide, the labor supply (the unemployed) versus demand (online advertisements) ratio remained at 2:1.

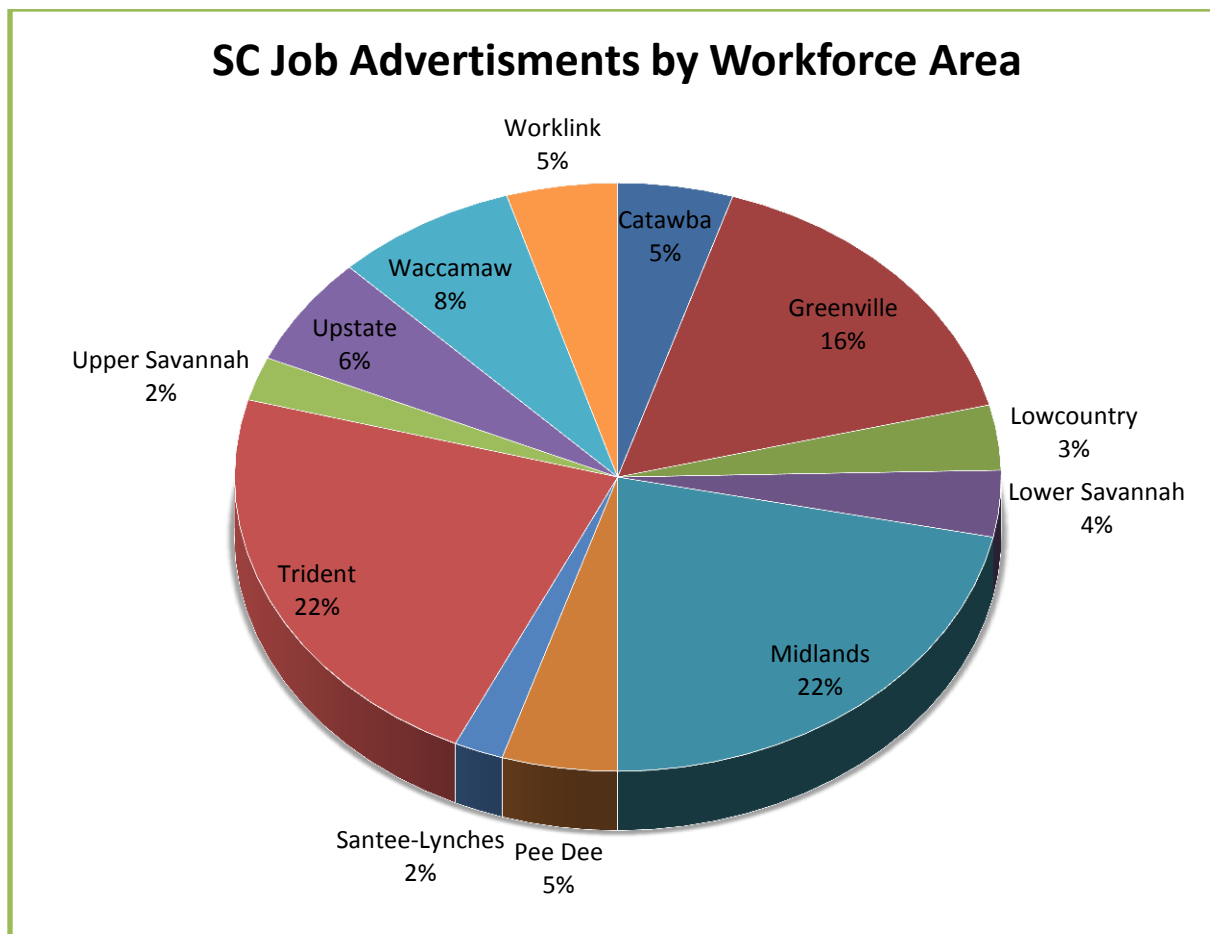
Of all the online ads in South Carolina, Registered Nurses had the highest number of advertisements during November 2014 with 2,725, followed by Heavy and Tractor-Trailer Truck Drivers (2,603). Rounding out the top five occupations were First-Line Supervisors of Retail Sales Workers (1,761), Retail Salespersons (1,360), and Customer Service Representatives (1,224).

Supply-Demand Ratio by Workforce Area for November 2014

Workforce Area	Job Openings	Unemployed	Unemployed per Opening Ratio
Catawba	3,003	10,919	4:1
Greenville	10,011	12,117	1:1
Lowcountry	2,207	6,486	3:1
Lower Savannah	2,254	11,609	5:1
Midlands	13,424	19,353	1:1
Pee Dee	3,014	11,631	4:1
Santee-Lynches	1,289	6,449	5:1
Trident	13,764	18,753	1:1
Upper Savannah	1,483	7,526	5:1
Upstate	3,714	10,996	3:1
Waccamaw	4,745	12,720	3:1
Worklink	2,895	10,175	4:1
South Carolina (SA)	63,738	146,245	2:1
United States (SA)	5,253,870	9,110,000	2:1

(SA) Seasonally Adjusted

Source: The Conference Board Help Wanted OnLine® data series, The US Department of Labor: Bureau of Labor Statistics, South Carolina Department of Employment and Workforce: Business Intelligence Department



The Conference Board Help Wanted OnLine® (HWOL) data series measures online jobs advertisements (rounded) from about 16,000 major Internet job sites and smaller job sites that serve niche markets and smaller geographic areas. Online job advertisement may or may not have multiples job openings. The level of ads in print and online can change for reasons not related to overall job demand.

Source: The Conference Board Help Wanted OnLine® data series, The US Department of Labor: Bureau of Labor Statistics, South Carolina Department of Employment and Workforce: Business Intelligence Department